

IN THE CLAIMS

- 9/12/06
not approved for recordation
1. (Currently Amended) An improved method for an e-commerce retailer to display and sell items of a third party comprising:
 - identifying one or more items of a third party supplier with a unique identifier;
 - associating the unique identifier of the item with an image of the item, said image residing on a computer maintained by the third party supplier;
 - presenting at least some of the images of third party supplier items to a user for on-line commerce, ~~without indicating the items are third party items~~, said images being retrieved from said computer maintained by the third party supplier;
 - in response to an order request from the user for one or more items, identifying, based at least in part on said unique identifier, each item requested and an appropriate third party supplier for each requested item;
 - automatically generating an order for each requested item to be transparently sent to the third party supplier.
 2. (Original) The method of claim 1, wherein the items include products.
 3. (Original) The method of claim 1, wherein the items include services.
 4. (Original) The method of claim 1, wherein the images of items include graphic images.
 5. (Original) The method of claim 1, wherein the images of items include descriptive text.
 6. (Original) The method of claim 1, wherein a given unique identifier references a corresponding product Stock Keeping Unit (SKU) numbers.
 7. (Original) The method of claim 1, wherein a given unique identifier references pricing information from a third party.